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MAD'S VERSION OF THE...

TV GUISE FALL PREVIEW

1. YOU'LL GET A BIG KICK OUT OF IT WHEN YOU READ IT FOR YOURSELF!
2. YOU'LL GET A BIGGER KICK OUT OF IT WHEN YOU PUT IT NEAR YOUR TV SET AND FOOL YOUR FAMILY, YOUR FRIENDS AND THE TV REPAIRMAN!
3. YOU'LL GET THE BIGGEST KICK OUT OF IT WHEN THEY LEARN THEY'VE BEEN FOOLED! MAINLY, YOU'LL GET ONE IN THE SEAT OF YOUR PANTS!

DIRECTIONS FOR REMOVING

Your copy of "TV Guise Fall Preview" is held in place by some glue along its spine which makes it practically impossible to remove without tearing the thing to shreds. However, you might try working it back and forth until you've broken it away from the magazine, but we doubt if it'll work!

Loco Programs 1972-73

TV GUISE

SPECIAL ★ MAD ★ ISSUE

FALL PREVIEW

NBC is talking terms with BEN GAZZARA over plans to bring back Run For Your Life during the 1973-74 season. Chief stumbling block is that, according to the show's original concept, Gazzara succumbed to a rare fatal illness at least two years ago. . . ABC will soon air a Made-for-TV Movie of the Week comprised entirely of rotten scenes cut out of all its earlier Movies of the Week. The hodge-podge will star VANESSA REDGRAVE, the late GABBY HAYES, about half of the CLARA WARD GOSPEL SINGERS and DAVID JANSSEN before he let his hair grow so his ears wouldn't seem to stick out so much. The network admits it's impossible to maintain the illusion that the disconnected mess has a plot, but hopes to solve this problem by claiming that the movie is a brilliantly symbolic Stanley Kubrick creation.

GLEN CAMPBELL and SONNY & CHER will make guest appearances on the Carol Burnett Show sometime this fall...SONNY & CHER and CAROL BURNETT will make guest appearances on the Glen Campbell Show sometime this winter. . .Rumors continue that SONNY and CHER are on the verge of a break-up. If true, CBS hopes to arrange for GLEN CAMPBELL, CAROL BURNETT and CHER to make guest appearances on the Sonny Show sometime next spring. . .Basketball Star WILT CHAMBERLAIN has been booked as a series regular on Mission: Impossible. His weekly assignment will be to plant electronic bugging devices in spots that are too high for GREG MORRIS to reach.

JAMES CAGNEY, CARY GRANT, KIRK DOUGLAS and FRANK GORSHIN will all turn up as guests on Gunsmoke episodes this fall. Cagney will portray a prohibition era mobster muscling in on the Old West. Grant will portray a dapper man-about-town on the make in the Old West. Douglas will portray a Viking seaman swashbuckling through the Old West. And Gorshin will portray James Cagney, Cary Grant and Kirk Douglas. . . CBS, anticipating an early cancellation of the Efrem Zimbalist Comedy Hour, is rushing into production with a mid-season replacement, tentatively titled the New Efrem Zimbalist Comedy Hour. The net hopes to sign either BURL IVES or anybody except EFREM ZIMBALIST to star.

TV GUISE FALL PREVIEW is a satirical production of **MAD MAGAZINE**

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A heartfelt "Thanks, Gang!" to all the family, friends, visitors, total strangers and the intimidated who participated in this Preview.

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THIS IS NBC WEEK...

ADOLF AND ME

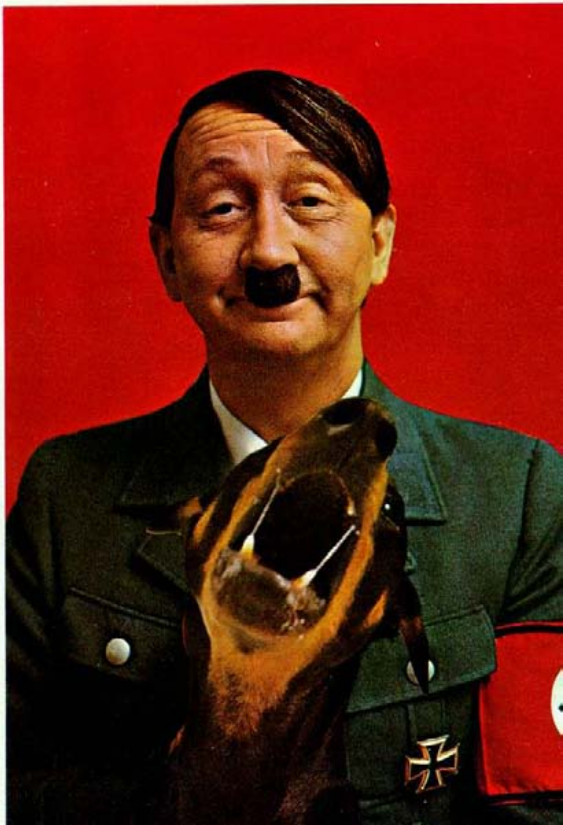
Lassie returns to network TV after a year's absence, this time cast as a Doberman Pinscher guard dog assigned to protect Hitler from treachery during World War II.

In the premiere episode, Lassie demonstrates her delight over playing a "heavy" for the first time by tearing three clean cut American spies apart limb from limb.

Comments Producer Granville W. Granville: "Some network people thought it was a mistake to cast Lassie as a Doberman. But at the age of 43, she's the only dog still alive who remembers World War II. So we took a chance, and it's working out nicely."

Henny Youngman shares top billing in the series as Hitler. The show also features *Dick Gregory* as Goering, *Paul Anka* as Von Ribbentrop and *Bess Meyerson* as General Erwin Rommel.

Monday, 9 P.M.



TOW-AWAY ZONE

This latest entry from the Jack Webb stable of "factual" police — crime dramas tells the story of the Meter Maids. Each episode follows Associate Chief Ticket Hanger Muldoon (*Annette Funicello*) and her Motor Scooter Squad sidekick, Rookie Wladicek (*Barbara Stanwyck*) through an action paced day of marking tires with chalk, writing two-dollar citations and shooting it out with criminal psychopaths who park in loading zones.

All cases are drawn from the files of the Los Angeles Police Department, which, according to network press releases, contain "some of the most notorious and cold blooded parking violations in the history of law enforcement." The opening episode pits Chief Muldoon and Rookie Wladicek against an emotionally unstable motorist (*Jerry Lewis*) who runs amok after finally locating a space by a meter and then discovering he doesn't have change for a quarter.

Tuesday, 8:30 P.M.

THE SKIP ZBOJNIEWICZ SHOW

Once again, NBC breaks new ground in the variety show field by starring a Polish comedian who tells "dumb American" jokes. Young Zbojniewicz, whose only prior TV experience came as the blacksmith's helper who lifted horses off the ground so they could be shod on "High Chapparel," appears to lack some of the usual talents of a comedy-variety host.

Unable to sing, dance, act or play a musical instrument, Skip's appearances on the premiere show are confined to a one joke monologue with no punchline, and a brief exchange with Guest Star Truman Capote in which Skip flattens the noted author with a right cross to the chin.

Confides Producer Zackheim Fitch: "We hope to have Skip do more later in the season, but right now, we're bringing him along slowly. We didn't exactly plan it like that. It just seems to be the only way he can be brought along."

Thursday, 8 P.M.

ALL IN ONE WEIRD FAMILY

Although numerous Archie Bunker replicas are likely to turn up before long, NBC hopes to top them all in the venomous hatred department with Beauregard Jukes (*Bill Joe Mudge*).

Cast as a demented redneck, Beauregard sets the tone for this new comedy series in the opening episode when he flies into a foul mouthed rage after learning that his wife of 28 years, Many Bison Pelts (*Naomi Sparrow Twitter),* has neglected to tell him she's an Indian.

Beauregard is again the butt of all jokes in Show No. 2 when his son-in-law Kingfish Washington (*Michael Poitier*), calls the family's attention to the fact that he's black. In still another segment, daughter Memphis Belle (*Maude Dimlit*) is uncertain how to react when Beauregard and his cronies lynch Kingfish.

Saturday, 8 P.M.

THE GAY LIBERATORS

Bowing to screaming pressure from a large section of the viewing audience, NBC presents a daring breakthrough in TV programming with this new series which features the crusading efforts of a fey commando group of emancipated "Gay" people in their struggle to win a Unisex World.

Operating from their storefront boutique, *Rock Ristlimp* as Troy Trey, *Rex Sashay* as Skip Steppe, and *Peggy Mannish* as Jo Bulldyke sally forth to confront the enemies of delicacy.

The pilot episode features them in their effort to infiltrate the Steel & Concrete Construction Workers Union, only to discover that the Amalgamated Hairdressers have already taken over.

Sunday, 9 P.M.

THE TIMID ONES

This new anthology actually consists of three separate, alternating shows, sub-titled "The Bookkeepers," "The Hairdressers" and "The Stool Pigeons." However, all scripts will maintain one common denominator: the dramatic portrayal of the sniveling coward's vital role in modern society.

In one early episode of "The Bookkeepers," C.P.A. Newton Krumble (played by *Newton Krimble)* is beaten to a pulp by Syndicate muscle men when he fails to juggle their books fast enough to suit Mr. Big (played by *Mr. Vito Bigg).* Naturally, right wins out over might in the end as Krumble dies of his injuries, thus leaving the Organization to muddle along without a bookkeeper.

Chief obstacle to the show's success appears to be the fact that each episode ends with all the stars being killed by bullies. Producer *Willis Doily* is aware that he's running out of series regulars, but remains too frightened of reprisal by the network to admit it.

Wednesday, 10 P.M.

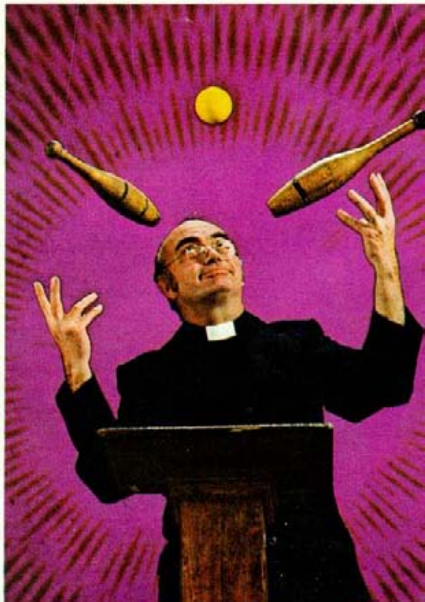
SIGN-OFF SERMONETTE

Television's oldest continuous feature takes on an all-new look this season as Host Rev. Luther Framingharzen attempts to lift the show's rating above the 0.01 level, where it has hovered for 27 years.

"Our 3:15 A.M. time slot has always been a bad one," admits Rev. Framingharzen, "And being sandwiched in between the national anthem and the test pattern hasn't helped us in the Neilsens either. But we're hoping that the presentation of Biblical wisdom in a variety-musical format will entice viewers to stay tuned after the late, late movie and catch our show."

Program plans call for the new season to get off to a rousing start with *Don Rickles* and *Zsa Zsa Gabor* joining Rev. Framingharzen on opening night for a medley of quotations from the Book of Isaiah.

Nightly, 3:15 A.M.



FOR 1972-73 CBS PRESENTS...

UGLY FACE

Fatsy Punkin stars in this truly different show about a career girl in the big city. Tipping the scales at 260 and suffering from acne, Fatsy not only fails in her bid to break into show business, but also discourages the advances of men she meets without even trying.

In the opening episode, Fatsy gets a job as a file clerk in an all-male office and moves into an apartment building where she is surrounded by eligible bachelor neighbors. The hilarious pay-off comes when none of the men ask her for a date or even speak to her.

Future story lines will feature Fatsy's adventures as she hangs around cheap dance halls hoping to be picked up, stays at home to do her laundry and work crossword puzzles, and bumps into strange men on elevators who swear at her for being a clumsy ox.

Saturday, 8:30 P.M.

GINFUMES

In this spin-off from the long running "Gunsmoke," Miss Catty *(Amanda Wotzername)* finally moves up to the role of star as a lady saloon owner. Also, she finally starts showing a profit by barring Fester and all the other drink cadging deadbeats in town from her establishment.

The Marshal *(James Harmless)* makes a cameo appearance in the season opener, but leaves quickly when Miss Catty demands that they either break off their affair or go out on at least one date after 17 years of courtship.

With the Marshal thus disposed of, Miss Catty marries Lump, the bartender, and the balance of the series portrays their mundane lives as purveyors of cheap rotgut. Producers say that the saloon will operate much as it always has, except that drink prices will be raised to pay for furniture that gets demolished in the show's weekly brawls.

Monday, 8 P.M.

THE EVEN NEWER DICK VAN DYKE SHOW

CBS makes a bold departure from tradition by launching the first Dick Van Dyke Show it has ever attempted without Dick Van Dyke. Network officials admit they are gambling that the magic of the star's name, coupled with strong performances by a supporting cast, will enable them to get through most of the season before viewers notice that Van Dyke never appears.

The season's highlight is expected to be the Christmas show, which features Martha and the twins (*Sophia Loren, Victor Mature* and *Roberto Clemente*) decorating the tree when Uncle Knute (*Pinkie Lee*) arrives with word that Dick is trapped in an avalanche and can't be rescued until spring.

Wednesday, 9:30 P.M.

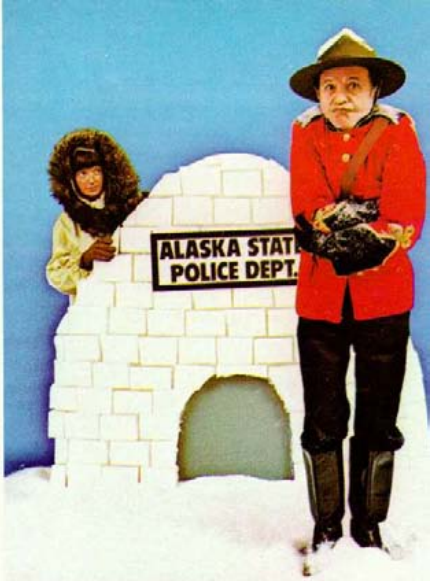
ALASKA FOUR-NINE

Jack Fjord stars as Chief McKayak of the Alaska State Police Undercover Squad in this new crime thriller filmed on location 950 miles northeast of Nome. McKayak concentrates chiefly on finding covers for his Undercover Squad to get under as the temperature drops to 80 below. However, he also ventures out of his igloo headquarters occasionally to hunt for crooks.

Early episodes depict very little crime fighting, partially because McKayak's district contains only 87 residents scattered over 30,000 square miles, and partially because a gang of would-be car thieves gives up after discovering that there are no roads to drive on anyway.

Fjord is ably supported in whatever he thinks he's doing by *Fred Loping Wolf*, who plays the police harpoon ballistics expert; Bush Pilot *Speed Ketchikan*, who makes the yearly mail delivery, and the *Andy Williams* bear, who portrays himself.

Tuesday, 8:30 P.M.



THE WILLIE W. WURLINGHOFF SHOW

A totally new concept in late night talk shows is unveiled by CBS as it boosts a virtual unknown into the spotlight as host. *Willie W. Wurlinghoff*, remembered only for his roles in commercials as the newlywed whose marriage is floundering because of his wife's lousy coffee, will chat nightly with other commercial performers as they explore their trivial complaints in depth.

Explains a network official: "All of Wurlinghoff's guests have been confined to one-minute spots in the past, and we think viewers want to hear a lot more detail about their problems with sink stains and bad breath and irregularity and things.

The premiere show features *Natalie Fourbush*, whose dentures are discolored from eating cherries; *Fred Bluffty*, who grouses about his acid indigestion, and *Betty Lu Ann Nipkus*, who offends the others by using an ineffective deodorant.

Nightly, 11:30 P.M.

CITY ANIMAL SHELTER

With established medical shows already running low on dramatic, grisly human diseases, it was inevitable that TV eventually would have to turn to mangy, distemper racked animals for fresh material. This network newcomer does just that.

Top billing is shared by *Broderick Crawfish* as gruff but kindly Veterinarian Ken L. Rashun and former "Miss Secaucus" *Valerie Pluntz* as his dumb but inept nurse, Pomeroy.

A typically wrenching episode finds Doc Rashun fighting to save a spaniel puppy who has been bitten by a rabid child. Ultimately, the puppy dies and Rashun makes a dramatic plea to the city licensing board to prohibit children who haven't had their shots from roaming the streets without collars and leashes.

The show's main production problem has been the search for animals that are trained to "play sick" as well as "play dead." Admits one producer: "We've got a marvelous script calling for a hamster that'll spit up on command, but Central Casting can't find one."

Thursday, 9:00 P.M.

THE CRACKPOTS

Formerly a five-minute local feature entitled, "A Reply to a KVVV-TV Editorial," this show goes network for the new season and promises to present outstanding loonies in wild-eyed harrangues for absurd causes.

Lead-off nut is Chairman *Zachary Flitcroft* of the Outer Space Alliance, who will rant for 30 minutes against milk pasteurization and similar Communist plots.

CBS has screened a big backlog of idiotic replies to local editorials in search of entertaining weirdos for the new show. Among those already booked are a senile anarchist who demands that the F.B.I. stop using laser beams to read his mind, an eccentric cattle rancher who wants every American to be forced to eat calves' liver, and a frenzied dentist who insists that William Buckley really speaks in a code which can only be deciphered by other reactionaries.

Producers say the whole thing will be played strictly for laughs, including the weekly on-the-air commitment of guests to institutions.

Friday, 10 P.M.

ABC IS THE PLACE TO BE...

ROOM 348

As we learn early in this new series, the title refers to the office of Student Guidance Counselor Werner Von Coughman (*Michael Constantinople*) at Totally Integrated High School. Plans call for Counselor Coughman to deal with the problems of a different T.I.H.S. student in each episode.

The series premiere features *Huntz Rotten* as a wayward sophomore who has been caught chewing gum in the girls' rest room. In a long, fatherly talk, Coughman counsels him never to do it again unless he wants to get every bone in his body broken.

Other scripts already completed depict Coughman wisely counseling various youngsters to stop stealing cars, mugging their classmates, coming to school drunk and playing strip poker in the back of the cafeteria.

Constantinople plays his lead role with such ruthless enthusiasm that critics already are considering him a likely Emmy Award nominee in the "Best Sadism by a Performer in a New Series" category.

Tuesday, 9 P.M.

THE INDOOR SPORTSMAN

In an apparent effort to win praise from wildlife lovers, ABC has booked this new feature into its fall schedule. The program will present stars of show biz and sports engaging in whatever indoor pastimes they enjoy that are suitable for home viewing. Says Network Sports Director *Roone Garbage:* "We always assumed that TV would wait until rare species all became extinct before anybody thought much about replacing its animal slaughter entertainment shows. But recent surveys indicate that when you've seen one wart hog stalked by Phil Harris, you've seen them all."

Slated for early guest appearances on "The Indoor Sportsman" are *Frank Sinatra* trying to make six the hard way in Las Vegas, *Jackie Gleason* going after a new pizza consumption record in Miami Beach, *Hugh Hefner* fishing for bunnies in his Chicago office and *Charles Manson* playing solitaire on Death Row at San Quentin.

Saturday, 4 P.M.

THE PEARTREE FAMILY

Shirley Offkey makes her comedy series debut as a happy-go-lucky bereaved widow with teen-age triplets and several dozen other children to support. Discovering that her late husband left her nothing but a snare drum and a 1947 International Harvester School bus, Shirley naturally decides to have the kids form a singing group so they can earn $25,000 a week as headliners in Las Vegas.

From this solid premise, the rest follows naturally. In a typical episode, the children get a Grammy for their hit recording of "Onward Christian Soldiers," Shirley gets a correspondence course in snare drumming, and the bus gets a valve job from a crooked mechanic in Fresno.

It all adds up to a fun-filled musical half-hour with the part of the triplets being played by the *Four Ink Spots,* and *Bubby Scrimshaw* trying hard to be cute in his portrayal of the youngest member of the clan.

Friday, 8:30 P.M.

LONGSARGE

Though already being scorned by opposing networks as "just another gimmick detective show," this new ABC venture is really the drama packed story of a deaf Trappist monk who moonlights as a private investigator masquerading as a motorcycle freak.

Turning his hearing handicap into an asset, Brother Longsarge (*Fitzgerald O'Boystown*) is able to spout long winded passages of dialogue and remain convinced that he is not breaking his monastic vow of silence since he can't hear himself talking.

Series plans call for Longsarge to utilize his deafness in some cleverly different way each week as he pursues his endless war on crime. A typical episode reaches its climax at police headquarters where the star lip-reads a notorious hoodlum's confession while arresting officers are engaging in horseplay and neglecting to pay attention.

Thursday, 9 P.M.

THE ODD GREEN BAY PACKERS

Can a slovenly place kicker and a fastidious defensive end learn to accept each other's idiosyncrasies when they're assigned to room together during a pro football team's road trips? This ingeniously stolen premise forms the backdrop for a hilarious personality clash between Bubba Watrous (*Tony Grumble*) and Yeckro Nzpreminian (*Jack Shrugman*) as the Packers stumble through a so-so season. Adding to the merriment is the fact that Watrous comes from a fictitious college called Georgia Tech, while Nzpreminian is a former Prague soccer star who neither speaks English nor understands the rules of football.

The show's chief problem thus far has been finding Czech writers capable of doing funny dialogue for Nzpreminian. The chief problem later on is expected to be finding viewers of any nationality who are willing to tune in the program.

Wednesday, 9:30 P.M.

HOLIDAY INN

As the title implies, this newcomer is set in a motel room in Effingham, Ill., where Hardware Salesman Lionel Arnprior (*Jerry Van Dyke*) checks in weekly after a long drive from his firm's home office in Milwaukee.

What enables the show to differ from similar endeavors is the fact that Arnprior never gets involved in adventures with local townspeople. Instead, he immediately flicks on the motel TV to watch, along with the home audience, one of ABC's unsold pilot films.

ABC officials deny that the series was devised merely to help them get their investment back on old show ideas that bombed. As a spokesman explained it, "We've always felt that Jerry Van Dyke would be great as a hardware salesman stopping overnight in Effingham, Ill. So when this series format was presented to us, we naturally bought it."

The opening show features Jerry in bed viewing an unsold 1965 pilot entitled, "Nanny and the Tree Surgeon," which starred himself.

Sunday, 8:30 P.M.

MONDAY NIGHT CROQUET

With audience polls indicating that sports fans get their fill of televised football over the week-end, ABC makes a daring switch this fall to the first prime time network airing of professional croquet.

Endangering the experiment's chances for success is the fact that the Wallenpaupack, Pa., Buckhorns, are the only professional croquet team in the world. Hence, the upcoming season can't possibly include any actual league play. Instead, viewers will be called upon to sit through 14 weekly practice sessions, locker room pep talks and player interviews. Halftime shows will feature Hawley, Pa. High School Bagpipe Band as regulars.

With no play-by-play announcer needed due to the lack of scheduled matches, ABC hopes to build ratings by giving more time to the uproarious shenanigans of Strategy Analyst *Howard Goatsmell* and Color Man *Don Merrymaker*.

Monday, 9 P.M.

CBS has hired a Tibetan mystic to help the WALTER CRONKITE staff map plans for the new fall season. According to the swami, Cronkite's show will feature film coverage of the collapse of the Washington Monument on Nov. 16, San Francisco's slide into the Pacific Ocean on Dec. 9, the birth of triplets to Queen Elizabeth on Jan. 26 and Montreal's victory over Cleveland in the opening game of the World Series on Feb. 3 ... SOUPY SALES, who feels that being type-cast as a boob cut short his TV career, may try for a comeback as the intellectual host of a revived G.E. College Bowl next season. Only a slight change in format is planned. Instead of receiving scholarships, members of the winning quiz team would take turns throwing pies at Soupy.

ABC has firm commitments to air at least 3 major golf tournaments next year: the Andy Williams Open, the Bob Hope Classic and the Howard Hughes Invitational. The latter event shapes up as a TV first since Hughes doesn't intend to tell the network or any of the participants where the tourney is being held. . .The State Department has announced a cultural exchange with the Soviet Union via satellite for the 1973-74 season. The swap calls for America's highly rated All in the Family to be seen by Russian viewers on Saturday night while, in the same time slot, U.S. networks will all carry the Number One show emanating from Moscow, How to Increase Your Potato Production by 75 Percent.

JOHNNY CARSON re-visits his boyhood haunts on a Dec. 5 special entitled, Johnny Carson Goes Home to Corning, Iowa. The show features folksy chats with his sixth grade teacher, his scout master and his twin sister, none of whom remembers him. . .JACK PAAR makes a brief but long awaited return to TV Dec. 5 as guest host of the Johnny Carson Show while Johnny is out of town doing a special. . . The Johnny Carson Show of Dec. 5, with JACK PAAR serving as guest host, has been cancelled to make room for an NBC special entitled, Johnny Carson Goes Home to Corning, Iowa.

Producers of the surprisingly successful series, the Six Wives of Henry VIII, are working on a similar project to be serialized weekly for the next twelve years. Proposed title: The 273 Ravaged Maidens of Atilla the Hun . . .In observance of upcoming Brotherhood Week, all three networks will issue flat denials that they ever aired the Amos and Andy Show. . .Jack-of-all-trades GEORGE PLIMPTON has another special coming up this fall. It features George masquerading as an enemy agent in the Pentagon who does such a convincing put-on that he's executed for treason.

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